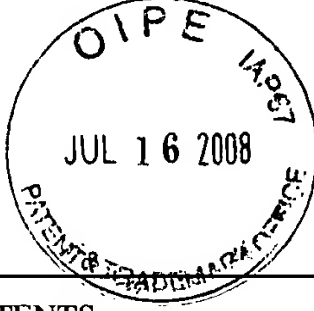
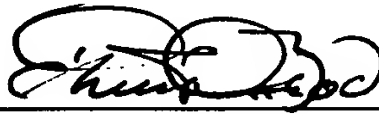


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<b>AMENDMENT TRANSMITTAL LETTER</b>			ATTORNEY'S DOCKET NO.: 0010-3			
SERIAL NUMBER: 09/909,643	FILING DATE: July 20, 2001	EXAMINER: Jeffrey D. Carlson	GROUP ART UNIT: 3622			
INVENTION:  <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 40%;"> <b>DIRECT INTERNET ADVERTISING</b>             INVENTOR(s): Andrew S. Kanter         </div> <div style="width: 15%; text-align: center;">  </div> </div>						
TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
<b>CLAIMS AS AMENDED</b>						
(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) NO. OF EXTRA CLAIMS PRESENT	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	16	MINUS	20	0	X \$25	0.00
INDEP. CLAIMS	3	MINUS	4	0	X \$100	0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0.00
<p>* If the entry in column 2 is less than the entry in column 4, write "0" in column 5.</p> <p>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.</p> <p>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.</p> <div style="margin-top: 10px;"> <input checked="" type="checkbox"/> No additional fee is required.         </div> <div style="margin-top: 10px;"> <input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____. A triplicate copy of this sheet is enclosed.         </div> <div style="margin-top: 10px;"> <input type="checkbox"/> The undersigned petitions for any extension of time for filing this document required under 37 C.F.R. 1.136 and submits a check for \$ _____ to cover the fee for filing a Request For Continued Prosecution. _____          A triplicate copy of this sheet is enclosed.         </div> <div style="margin-top: 10px;"> <input checked="" type="checkbox"/> Charge any additional fees to Deposit Account No. 50-3832         </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 45%;"> <p style="text-align: center;">July 14, 2008</p> <p style="text-align: center; font-size: 0.8em;">Date</p>    <p style="text-align: center;">(908) 901-0220</p> <p style="text-align: center; font-size: 0.8em;">Phone</p> </div> <div style="width: 45%;"> <div style="text-align: center;">             _____            Signature         </div> <div style="text-align: center; margin-top: 10px;">             Ernest D. Buff              _____              Attorney Name           </div> <div style="text-align: center; margin-top: 10px;">             25,833              _____              Reg. Number           </div> </div> </div>						



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	Andrew S. Kanter	Group Art Unit:	3622
Serial No.:	09/909,643	Examiner:	Jeffrey D. Carlson
Filed:	July 20, 2001		
For:	<b>DIRECT INTERNET ADVERTISING</b>		
Docket No.:	0010-3		

Ernest D. Buff & Associates, LLC.  
231 Somerville Road  
Bedminster, NJ 07921  
July 14, 2008

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT UNDER 37 CFR 1.116**

In response to the Final Office Action dated April 28, 2008, kindly amend the  
above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on  
page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.